



Town of Miami Lakes Memorandum

To: Honorable Mayor & Councilmembers

From: Honorable Councilmember Josh Dieguez

Subject: Transparency Through Communication

Date: January 21, 2020

Recommendation:

In keeping with our efforts to increase transparency and also in line with Florida League of Cities President Isaac Salver's focus on civics education I move to direct the Town Administration to develop videos geared at explaining the various governmental processes (i.e. budget process overview, park pavilion or town facility rental process, policy development process overview, overview of how the Town works with State and County partners, hurricane preparedness process etc.) and also other informative content (i.e. "Get to Know" videos for departments, restrictions on various budget funding sources, Trivia video covering Miami Lakes facts, etc.). These videos would be released monthly by e-mail through the Newsletter and on all social media platforms available to the Town and a collection of these videos compiled for later viewing on the Town's website. These videos need not have high production values.

In order to minimize the politicization of these videos, no current elected official may be interviewed or serve as a host. This prohibition does not mean that the Mayor and Council Members may not be featured in the video in an incidental manner (e.g. video highlighting all women council members to serve from the past to the present as part of Women's History Month, use of footage from Council meetings, or displaying images of elected officials in other similar contexts). Instead it will fall solely to the Town Staff to host and provide the informative content.

It is my hope that these videos can be used to better educate all our residents about their government and Town, how it operates, and how they can get the most out of it. It is also my hope that in furtherance of these objectives, some of the videos may even be utilized by educators to explain how government works.

This item satisfies various goals and objectives of the Imagine Miami Lakes 2025 Plan, including Principles 3 and 4, and a similar effort in Homestead was recently recognized with an award. Homestead's monthly video series can be found here: <https://www.cityofhomestead.com/389/Inside-Homestead-TV>

Fiscal Impact: Moderate

Funding Source for Implementation: TBD -FY20-21

Timeline for Implementation: Fiscal Year 20-21

Guiding Principles: 1, 2, 3, 4, 6, 14

Objectives: 5, 6